

# CONTRACT



**WOWT**  
**3501 Farnam St.**  
**Omaha, NE 68131**  
**Sales T & C: www.gray.tv/advertising**  
**(402) 346-6666**

<u>Contract / Revision</u> 2524879 /		<u>Alt Order #</u> WOC13576443
<u>Advertiser</u> Pillen For Governor		<u>Original Date / Revision</u> 04/14/22 / 04/15/22
<u>Contract Dates</u> 04/18/22 - 04/24/22	<u>Estimate #</u> 3484	
<u>Product</u> 2022 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 55+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 1105.20
<u>Agcy Code</u> 9916670	<u>Advertiser Code</u> 303	<u>Product 1/2</u> 405
<u>Agency Ref</u> 140343	<u>Advertiser Ref</u> 589010	

And:

**AxMedia**  
**800 W 47TH Street Suite 200**  
**Kansas City, MO 64112**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WOWT	04/18/22	04/22/22	Daybreak @ 430a	4:30 AM-5:00 AM		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	11111--				5	\$25.00	1.60			
N 2	WOWT	04/18/22	04/22/22	Morning News Show	5:00 AM-6:00 AM		:30				NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	22222--				10	\$80.00	2.50			
N 3	WOWT	04/18/22	04/22/22	Morning News Show	6:00 AM-7:00 AM		:30				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	22222--				10	\$250.00	5.00			
N 4	WOWT	04/18/22	04/22/22	Today Show	7:00 AM-9:00 AM		:30				NM	20	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	44444--				20	\$275.00	6.20			
N 5	WOWT	04/18/22	04/23/22	Weekend News Sa	7:00 AM-8:00 AM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-----2-				2	\$100.00	4.60			
N 6	WOWT	04/18/22	04/23/22	Sa Today	8:00 AM-9:30 AM		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-----2-				2	\$150.00	4.60			
N 7	WOWT	04/18/22	04/24/22	Weekend News Su	7:00 AM-8:00 AM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-----2				2	\$100.00	4.50			
N 8	WOWT	04/18/22	04/24/22	Su Today	8:00 AM-9:00 AM		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-----2				2	\$150.00	4.50			
N 9	WOWT	04/18/22	04/24/22	Meet The Press	9:00 AM-10:00 AM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	-----2				2	\$500.00	3.70			
N 10	WOWT	04/18/22	04/22/22	Today Show II	9:00 AM-10:00 AM		:30				NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	11111--				5	\$100.00	4.80			
N 11	WOWT	04/18/22	04/22/22	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30				NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	04/18/22	04/24/22	11111--				5	\$60.00	3.70			
N 12	WOWT	04/18/22	04/22/22	Midday News	11:00 AM-12:00 PM		:30				NM	10	\$1,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Pillen For Governor		<u>Original Date / Revision</u> 04/14/22 / 04/15/22
<u>Contract Dates</u> 04/18/22 - 04/24/22	<u>Product</u> 2022 Primary Election	<u>Estimate #</u> 3484

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	22222--				10	\$100.00	7.60			
N 13	WOWT	04/18/22	04/22/22	Days of Our Lives	12:00 PM-1:00 PM		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$75.00	3.30			
N 14	WOWT	04/18/22	04/22/22	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$40.00	2.00			
N 15	WOWT	04/18/22	04/22/22	M-F 2-230p	2:00 PM-2:30 PM		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$50.00	2.80			
N 16	WOWT	04/18/22	04/22/22	M-F 230-3p	2:30 PM-3:00 PM		:30				NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$60.00	2.50			
N 17	WOWT	04/18/22	04/22/22	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$70.00	3.20			
N 18	WOWT	04/18/22	04/22/22	M-F News @ 4p	3:57 PM-5:00 PM		:30				NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	22222--				10	\$175.00	8.00			
N 19	WOWT	04/18/22	04/22/22	News @ 5p M-F	5:00 PM-5:30 PM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$300.00	12.10			
N 20	WOWT	04/18/22	04/21/22	NBC Nightly News	5:30 PM-6:00 PM		:30				NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-111---				3	\$1,400.00	12.60			
N 21	WOWT	04/18/22	04/22/22	News @ 630p M-F	6:30 PM-7:00 PM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$300.00	9.00			
N 22	WOWT	04/18/22	04/23/22	News @ 5p Sa	5:00 PM-5:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1-				1	\$300.00	15.90			
N 23	WOWT	04/18/22	04/23/22	NBC Nightly News Sa	5:30 PM-6:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1-				1	\$1,000.00	16.50			
N 24	WOWT	04/18/22	04/23/22	News @ 630p Sa	6:30 PM-7:00 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1-				1	\$200.00	9.30			
N 25	WOWT	04/18/22	04/24/22	News @ 5p Su	5:00 PM-5:30 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1				1	\$250.00	11.30			
N 26	WOWT	04/18/22	04/24/22	NBC Nightly News Su	5:30 PM-6:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1				1	\$1,000.00	11.80			
N 27	WOWT	04/18/22	04/22/22	Weekday Jeopardy	5:57 PM-6:30 PM		:30				NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$325.00	12.40			
N 28	WOWT	04/18/22	04/23/22	Sa Jeopardy	6:00 PM-6:30 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1-				1	\$200.00	11.50			
N 29	WOWT	04/18/22	04/18/22	Monday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$500.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	1-----				1	\$500.00	5.70			
N 30	WOWT	04/18/22	04/19/22	Tuesday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-1-----				1	\$400.00	6.20			
N 31	WOWT	04/18/22	04/19/22	Tuesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-1-----				1	\$1,700.00	9.00			
N 32	WOWT	04/18/22	04/19/22	Tuesday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-1-----				1	\$550.00	8.10			
N 33	WOWT	04/18/22	04/20/22	Wednesday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	--1----				1	\$750.00	13.10			
N 34	WOWT	04/18/22	04/20/22	Wednesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	--1----				1	\$750.00	12.40			
N 35	WOWT	04/18/22	04/20/22	Wednesday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	--1----				1	\$750.00	11.10			
N 36	WOWT	04/18/22	04/21/22	Thursday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	---1---				1	\$350.00	6.90			
N 37	WOWT	04/18/22	04/21/22	Thursday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	---1---				1	\$400.00	7.60			
N 38	WOWT	04/18/22	04/21/22	Thursday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	---1---				1	\$450.00	6.70			
N 39	WOWT	04/18/22	04/22/22	Friday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	----1--				1	\$400.00	5.50			
N 40	WOWT	04/18/22	04/22/22	Friday Prime 2 Hour	8:00 PM-10:00 PM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	----2--				2	\$400.00	8.00			
N 41	WOWT	04/18/22	04/23/22	Saturday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1-				1	\$300.00	8.60			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WOWT	04/18/22-04/24/22	Saturday Prime Hr 2	8:00 PM-9:00 PM	-----Sa--	:30	<del>\$300.00</del>	8.60	NM		
		See MG 41.2,41.3											
		2	WOWT	04/18/22-04/24/22	Saturday Prime	657p-9p/8p-10p	-----Sa--	:30	\$300.00	8.60	NM		
		Ⓜ MG for 43.1,41.1											
		3	WOWT	04/18/22-04/24/22	Sunday Prime 2 Hour A	6p-8p/7p-9p	-----Su	:30	\$300.00	4.50	NM		
		Ⓜ MG for 43.1,41.1											
N 42	WOWT	04/18/22	04/24/22	Sunday Prime 2 Hour A	6:00 PM-7:00 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1				1	\$300.00	5.20			
N 43	WOWT	04/18/22	04/24/22	Sunday Prime Hr 2	7:00 PM-8:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1				1	\$300.00	4.50			

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		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WOWT	04/18/22-04/24/22	Sunday Prime Hr 2	7:00 PM-8:00 PM	-----Su	:30	<del>\$300.00</del>	4.50	NM		
See MG 41.2,41.3													
N 44	WOWT	04/18/22	04/24/22	Sunday Prime Hr 3	8:00 PM-9:00 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1				1	\$300.00	3.10			
N 45	WOWT	04/18/22	04/24/22	Sunday Prime Hr 4	9:00 PM-10:00 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1				1	\$300.00	3.30			
N 46	WOWT	04/18/22	04/22/22	News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$375.00	11.60			
N 47	WOWT	04/18/22	04/23/22	News @ 10p Sa	10:00 PM-10:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1-				1	\$350.00	10.90			
N 48	WOWT	04/18/22	04/24/22	News @ 10p Su	10:00 PM-11:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----1				1	\$250.00	8.20			
N 49	WOWT	04/18/22	04/22/22	The Tonight Show	10:35 PM-11:35 PM		:30				NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	22222--				10	\$150.00	6.00			
N 50	WOWT	04/18/22	04/22/22	Late Night w/ Seth Meyers	11:35 PM-12:35 XM		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	11111--				5	\$50.00	3.80			
N 51	WOWT	04/18/22	04/23/22	Saturday Night Live	10:30 PM-12:00 XM		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/18/22	04/24/22	-----2-				2	\$200.00	8.10			
<b>Totals</b>										1105.20		176	\$41,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/24/22	176	\$41,650.00	(\$6,247.50)	\$35,402.50
<b>Totals</b>	176	\$41,650.00	(\$6,247.50)	\$35,402.50

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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